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June 1, 2010

Seattle Center Redevelopment Office
305 Harrison Street
Room 109
Seattle, WA 98109

**PROPOSAL: REDEVELOPMENT OF SEATTLE CENTER
SOUTH FUN FOREST AREA**

SUBMITTED BY: FUN FOREST AMUSEMENTS, INC.
Proposal Due Date: June 4, 2010, 5:00 PM

Fun Forest Overview

Fun Forest Amusements, a small family-owned business, has operated a safe and affordable amusement park at the Seattle Center for over forty-five years. Along with the Space Needle and the Monorail, the Fun Forest has been a Seattle Center landmark since the Seattle World's Fair in 1962. Although the Fun Forest now operates on a smaller scale in a smaller footprint than in years past, the Fun Forest continues to delight the young and the young at heart by providing affordable family-friendly entertainment at the Seattle Center with its children's amusement rides and attractions.

Proposed Site Use

Today, the Fun Forest operates the indoor entertainment pavilion, outdoor children's ride area, and the gift shop in the areas identified in the City's Request for Proposals as Areas A, B, and C, respectively. In addition to these areas, the Fun Forest's ride maintenance shop is currently located in the former north Fun Forest footprint. The Fun Forest proposes to continue its current operations within those areas until such time as the City completes and finances its master plan for the redevelopment of Seattle Center; however, if the City accepts this proposal, the Fun Forest would consider relocating its ride shop to the midway bays just south of the Children's Theater entrance.

Proposed Program

The Fun Forest proposes to continue operating its existing children's rides and attractions under the current management and hours at Seattle Center, as well as continue to bring in new amusements for any future seasons at Seattle Center. Following the sale of the Windstorm roller coaster last season, the Fun Forest invested those proceeds into three new rides for the 2010 season. Additionally, we completely refurbished two other rides this past winter. Current Fun Forest rides and attractions include the Rockin' Tug, Fire Brigade, Bumper Cars, Merry Go Round, Laser Tag, skill games, and arcade games, among many others. We remain committed to continuing to improve the quality of existing rides and bring in new and exciting attractions.

Our rides and attractions are open seasonally seven days a week from approximately 11:00 AM to 9:00 PM during the summer months and 11:00 AM to 7:00 PM during non-summer months, crowds and weather permitting.

Proposed Term and Financial Return to Seattle Center

The Fun Forest proposes that we renew our current agreement with the City on the existing terms, that is, a one-year lease agreement with a percentage-based rent structure. The Fun Forest and the City may agree to renew the one-year agreement on an annual basis until such time as the City is ready to proceed with the next phase of redevelopment of Seattle Center. This proposal provides maximum flexibility to the City; between now and the next phase of redevelopment, the Fun Forest will continue to provide meaningful and popular entertainment at Seattle Center while the City generates significant income from its continued operation.

We anticipate that the Fun Forest will pay the City in excess of \$250,000 in rent, concession fees, and taxes for the 2010 season, and expect that any future term(s) would result in similar payments to the City.

Mission and Vision

For nearly five decades, the Fun Forest has taken pride in being a family-friendly destination at Seattle Center. It has served and continues to serve as a destination for generations of Seattle-area residents and visitors from around the world. Even in its smaller footprint, the Fun Forest remains a perfect complement toward the unique mix of programs, attractions, and open spaces available to families at Seattle Center. Many days spent at the Children's Museum or Pacific Science Center end with a ride on the Merry Go Round or Bumper Cars. A day at the Fun Forest often includes an afternoon snack at the Center House food court and time spent lounging by the International Fountain. Fun Forest rides and games contribute toward the vibrant and exciting atmosphere surrounding the many festivals held at Seattle Center each year. Additionally, the Fun Forest provides employment opportunities in the community – over one hundred entry

level positions last year – and seeks to enhance the cultural diversity at Seattle Center through its employees as well as visitors.

Project Schedule

Given that the Fun Forest proposes to maintain existing operations at Seattle Center, no redevelopment time is needed.

Relationship with Seattle Center

We anticipate that we will continue working with Seattle Center with respect to marketing, programming, and other coordination. In 2010, Fun Forest spent \$16,000 on advertisements in newspapers and magazines in Snohomish, King, and Pierce counties and, if we remain at Seattle Center, we will continue to do so. We also have and will continue to provide information about the Fun Forest to the public, including all local hotel concierges and cruise lines, using colorful brochures and a regularly updated web site.

Financial Condition

Following the sale of its major rides, the Fun Forest is in stable financial condition.

Public Records

The Fun Forest does not consider this proposal to be exempt from the Public Records Act.

Conclusion

The Fun Forest attracts families to Seattle Center and provides entertainment for children unavailable anywhere else in the Seattle area at an affordable price. Although the Fun Forest is not part of the long range vision of the Century 21 committee, we would very much like to remain a part of Seattle Center for one year, three years, or for as many years as the City and the people of Seattle choose. The Aubin and Robertson families are committed to providing the families of Seattle with an entertaining and affordable amusement park experience.

We would be delighted to speak with you further regarding our proposal at your convenience.

Sincerely,

A handwritten signature in cursive script that reads "Steve Robertson".

Steve Robertson